



Network Notes

Network Notes” is compiled and written monthly by Andrea L. Dono. If you have interesting projects or ideas you would like to share, e-mail andrea_dono@nthp.org

Lotsa Support for Small Businesses These Days—First we had Black Friday. Then there was Cyber Monday. Now we have Small Business Saturday. **The National Trust main Street Center** was pleased to join **American Express Open** in launching Small Business Saturday on November 27. The national movement to help build business for local merchants racked up 1,197,000 likes on the Small Business Saturday Facebook page by press time and garnered a lot of publicity for America’s independent shops. We were particularly jazzed to sign up three communities that launched Small Business Saturday events to show what can be done on main Street. They included **Port Townsend, Washington; Cedar Falls, Iowa; and Roslindale Village in Boston**. The districts coordinated mayoral proclamations and hired professional videographers to capture the caroling, raffles, performances, happy, Santa visits, tree lighting ceremonies, and more. Any business could participate in the movement and access the resources provided on the Facebook page. We look forward to Small Business Saturday 2011 and speeding the word so more Main Streets can celebrate the event next year. Oh, and check out the American Express Open Forum online for consistently great articles and resources for small business assistance: www.openforum.com. It’s Andrea-Approved-I post their articles on our Facebook page all the time. .

Another cool holiday shopping promotion popped up in Michigan this year. The Michigan Main Street Center issued the ShopMIDowntown Holiday Challenge asking Michiganans to spend 75 percent of their holiday shopping dollars with businesses in the state’s downtowns and Main Streets. The Center created a Facebook page where people could accept the challenge and post pictures and videos of their favorite downtown stores. This cool idea generated lots of media buzz and excitement.

Where you, too, a fan of the “Be a Pepper” Dr. Pepper ads? Culpeper VA., put its own twist on the Be a Culpeper Local campaign, which it launched this fall. Culpeper Renaissance, Inc., made the pitch for residents to think about how one penny out of every dollar spent in Virginia State sales tax is returned to the county in which it was collected, switch half going to the school system. They said they wanted to entice folks in the community’s 22,000. Households to put their money where their house is. Check out the campaign at www.BeACulpeperLocal.com. The site offers solid reasons for buying local while providing shoppers with a business directory and businesses a marketing package to join the campaign.

Web Watch—The recession has had a major impact on the cultural and heritage tourism industry, from heritage sites and museums closing to state programs being eliminated. But, using an award from the National Endowment for the Arts, the National Trust for Historic Preservation’s Heritage Tourism created an online survival toolkit with target resources, 11 in-depth survival strategies, and case studies illustrating those strategies in action—including Main Street examples! www.preservationnation.org/survival-toolkit.

Transit wonks and smart growth fans, get ready to go crazy! The Center for Transit-Oriented Development (CTOD) launched a first-of-its-kind web database to provide access to comprehensive information about more than 4,000 transit zones across the United States. This web tool will help developers, investors, and city officials make planning decisions that take advantage of development opportunities around transit nodes. The TOD Data base(<http://toddata.cnt.org/>) provides information on density, demographics, occupation, and transportation habits of households near 4,160 existing proposed fixed-guide-way transit stations, including commuter rail, streetcars, light rail, bus rapid transit, and ferries.

This fall, the Iowa Department of Economic Development published the Guide to Greening Your District 2010. Learn some green tricks of the trade for storm water management, green roofs, district energy systems, lighting, upper-floor development, the planning process, and implementation. Check it out at http://www.iowalifechangeing.com/community/green_initiatives.aspx

Want tips on working with volunteers and board members, fund raising, leadership, and nonprofit management? Get a free subscription to Contributions magazine. Every issue will cover at least one topic that you are dealing with. Plus, it’s free. Yeah, that changes everything, doesn’t it? [Http://www.contributionsmagazine.com/current.html](http://www.contributionsmagazine.com/current.html).

Around the Network– Dancing with the Stars in Durant, Oklahoma Taking its cue from the hit reality/dancing television show, Durant main Street hosted a Dancing with the Stars of Durant fund raiser at the Choctaw Casino Resort’s Center Stage. Community leaders and news anchors were paired with area dancers to provide an evening of entertainment that also included fine dining, a silent auction, and an open dance floor. Dancing couples got into the competitive spirit by crating some serious costumes and practicing as much as 80 hours before the event

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The former manager of Durant Main Street, Donna Dow, who is now with Denison, Texas, says this was the organization's second best fund raiser. "We had eight dance teams which included the president of the local university, three TV personalities, representative from the Choctaw nation of Oklahoma, the Chamber of Commerce director, a local school principal, and a corporate attorney from a regional bank," says Dow. "A lot of people told me this was the most fun event we have had yet." The planning committee got started in March and began working on the event in earnest in July. By time the September event took place, more than a thousand volunteer hours had been clocked!

El Modelo de Los Cuatro puntos para La Revitalizacion de Centros de Comercio Historicos—NTMSC Senior Program Officer Norma Ranirez de Miess had the opportunity to discuss the main Street Four Point Approach in two languages in September. She traveled to Woodburn, Oregon, to give a bilingual introduction to the Main Street Approach to an enthusiastic group of 30 Hispanic business and property owners. Norma discussed challenges, opportunities, and strategies for meaningful outreach to the Hispanic community. Since then, the community has formed a 12 person steering committee and has started and has started recruiting volunteers.

Better Living through Light Bulbs— Small businesses and offices may not be using LED (light-emitting diode) light bulbs yet, perhaps because they can cost more than \$30.00 each. But they payoff might be worth it considering LED's use less than half the electricity of compact fluorescent lights (CFL) and aren't likely to burn out for 30 years. That's a dollar a year, folks, and can you put a price on saving energy? Yes, you can. According to Kelly Spor in her article, LED's : Energy-efficient Business Lighting Gets More Affordable, on Small Biz Trends.com, a 6-watt incandescent light bulb might cost \$12.00 in electricity a year to operate, while a CFL might cost \$3.00 and a LED might cost \$1.50. The lifespan and energy savings pay off in the end. Plus LEDs have a softer, more pleasant light than CFL, and don't have mercury. Also, as Spors points out, some states and municipalities offer rebates or incentives for businesses to buy energy-efficient products, so check out what is available in your area.

Welcome New Businesses

Kutz & Style
412 Reed Street
Moberly, MO 65270
660-353-9288

Mutual of Omaha
Steve Huffman— agent
536 West Reed
Moberly, MO 65270
660-263-7700

Salvaged Chic'
514 W. Reed Street
Moberly, MO 65270
660-263-1400
Wed—Friday 10:00 a.m.— 5:30 p.m.
Saturday 9:00 a.m. —3:00 p.m.

Haunted House

Is your businesses haunted or do you have a really good extra terrestrial story to share?

Main Street Moberly's promotions committee will be hosting a haunted downtown tour in October of this year. We are looking for building that have haunting stories or that we could make up a really good story about.

We also need some story tellers. If you think you are a great story teller or was the one around the campfire that could tell the best story then we need you for a guide on our tour.

We really need your help to make this a successful event, so please contact us today with a YES I would love to be involved with this event!

Contact the Diane at the Main Street Office.
660-263-5251 or email main-street@mcmsys.com.

Community Calendar

- **March 9, 2011** Annual ALTRUSA Lenten Luncheon held at Nelly's Restaurant located at 407 E Urbandale ST. from 12:10 pm – 12:50 pm. Cost per person is \$8.75, which includes tax and gratuity. Guest speaker is Brother Tim Gibson of Sweet Springs Baptist Church, Huntsville. For reservations contact Shirley Prewitt, 660-263-3190 or Betty Coons 660-263-5106

- o Moberly Area Diabetes Support Group will meet in the Wellness Center at Moberly Regional Medical Center at 11 a.m. to discuss "What Should I Eat?" Presented by Lori Ballew, Certified Diabetes Educator. RSVP by calling 660-269-3060.

- **March 11, 2011** - American Voices-Lyric Arts Trio at the MACC Auditorium at 7pm. Adults \$5 and students \$3. Tickets available at the Moberly Area Chamber of Commerce. Sponsored by Moberly Area Council on the Arts.

- **March 12, 2011** - The 12th Annual NWTF Hunting Heritage Banquet, sponsored by the Randolph County Long beards will be held at St.Pius X Gymnasium located at 210 S. Williams St. Moberly. Doors open at 5 p.m. and dinner starts at 6:45 p.m. All funds raised will support scholarship programs, education of youth in the outdoors and to the conservation efforts of the NWTF.

- o The Moberly Kiwanis is having their annual pancake breakfast and silent auction at the Gratz-Brown Elementary School. All proceeds will go towards helping area kids in the form of scholarships, donations to activities/events, and youth orientated projects. For more information contact Public Works at 269-8705.

- o Heritage Hills Golf Course will be having their open house from 11 a.m. until 2 p.m. Ribbon cutting with special announcements and introductions will begin at 12 noon. Included will be door prizes, Hor'deourves and refreshments. For more information call 660-269-8659 or Moberly Chamber of Commerce 660-263-6070.

- **March 14, 2011** - Job Fair - Moberly Parks and Recreation Job Fair from 3:00 p.m. until 6:00 p.m. At the Municipal Auditorium. Applications will be available and interviews will be done on sight. For more information contact Moberly Parks and Recreation at 660-269-8705 ext 2040

- **March 15, 2011**— Healthy Women presents "Save Your Sight" at the Moberly Municipal Auditorium from 6:00 p.m. to 7:30 p.m. Learn about Glaucoma with special guest speaker Dr. Rashed Nizam, Ophthalmology and hear about the benefits of owning a pet from Green Hills Veterinary Clinic. RSVP at 660-269-3296.

- **March 16, 2011** ALTRUSA Lenten Luncheon held at Nelly's Restaurant located at 407 E Urbandale ST. from 12:10 pm-12:50 pm. Cost per person is \$8.75 which includes tax and gratuity. Guest speaker is Reverend Mike Wondel of Trinity United Methodist Church, Moberly. For reservations call 660-263-5106 or 660-263-3190

- **March 18, 2011** Jim Cosgrove and the Hiccups at the Central Christian College Auditorium at 7 pm. Admission is free. Sponsored by Moberly Area Council on the Arts.

- **March 19, 2011** Swap Meet/Flea Market from 9 a.m. to 2 p.m. at the Municipal Auditorium. Booth space is \$20. For more information contact Moberly Parks and Recreation 660-269-8705 ext 2040 or mprd@cityofmoberly.com

- **March 23, 2011** ALTRUSA Lenten Luncheon held at Nelly's Restaurant located at 407 E Urbandale ST. from 12:10 pm -12:50 pm. cost is \$8.75 per person which includes tax and gratuity. Guest speaker will be Reverend Ken Schurb of Zion Lutheran Church, Moberly. For reservations call 660-263-5106 or 660-263-3190

- Evening with Wildlife -The Missouri Dept. of Conservation will be sponsoring a wildlife fair at the Moberly Municipal Auditorium from 6:00 p.m.to 9:00 p.m. There will be several exhibitors, displays and demonstrations on wildlife. Feature presentation on Mountain Lions and Black bears in Mo will begin at 7 p.m. on lower level of auditorium. Event is free to the public. For more information call 660-651-3196 or 660-651-3940.

March 2011

SUN	MON	TUE	WED	THU	FRI	SAT
		1	2	3 Promotions Meeting 8:a.m	4	5
6	7	8 Design Meeting 8:a.m	9	10	11	12
13	14	15 Organization Meeting 8:a.m	16 Economic Rest 8:00 a.m.	17 Board Meeting 8:a.m	18	19
20	21	22	23	24	25	26
27	28	29	30	31		



Main Street Moberly, Inc.
208 N. 4th Street
PO Box 616
Moberly, MO 65270
Phone: 660-263-5251
Fax: 660-263-5280
Email: mainstreet@mcmsys.com



Snow Removal

A big thank you to the city of Moberly for the great work they have done this winter season with the snow removal in downtown.

We are truly lucky to have such good City crew that takes such pride in our downtown appearance.

THANK YOU

Downtown View

